

No.
60

MAD

Jan.
'61

OUR
PRICE

25¢
CHEAP

CONGRATULATES

Richard NIXON



upon his election as **PRESIDENT**

We were with you all the way, Dick!



You're not kidding, Charlie Brown! Sure, you can save up to a penny a mile on gas (The Furd Foulcar averages 30 miles to the gallon!), but your doctor bills for strained muscles and slipped discs suffered getting in and out of the darn thing more than make up for it. As *Motor-Mad* Magazine put it: "The Foulcar is a great little car to own, providing you don't drive in it for longer than 12 minutes at a stretch!" We wonder why Foulcar is America's best-selling compact?

FURD DIVISION *Furd Motor Company*



WORLD'S MOST UNCOMFORTABLE SMALL CAR

FURD **Foulcar** 

MAD

"A loaf of bread, a jug of wine, and thou beside me . . . and pretty soon
I'll be fat, drunk, and in trouble!"

—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner

TWO FOR THE MONEY: Jerry De Fuccio, Nick Meglin

LAWSUITS: Martin J. Scheiman, Esq.

SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano

CONTRIBUTING ARTISTS AND WRITERS:

The Usual Gang of Idiots

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* Various Places Around The Magazine

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When we showed this **MAD** take-off of "The King and I" to the original cast it had a strange effect: mainly, Yul Brynner bald.

TEEVEE UNIVERSITY 10



With colleges planning to offer courses on TV, the future student will have to "channel" his thinking to pass a "test pattern."

TOURIST'S GUIDE TO THE U.S. 15



MAD presents a "Tourist Guide to America" for the European traveler, which should quickly guide him back where he came from.

NAKED TOWN 3



MAD views the new full-hour version of Video's "Naked Town," and decides it's the same turkey with 30 minutes more dressing.

EDUCATIONAL TOYS 6



This article proves that today's Educational Toys can really teach — namely parents, who'll learn not to buy them for the kids.

WARM-UPS FOR EVERYTHING 71



TV shows "warm-up" their audiences before air time. Audiences "warm-up" their **MAD** magazines after reading time—by burning them.

DIETING 91



This **MAD** article on the latest craze sweeping the nation, namely "Dieting," is coldly calculated to put the "fat" on the fire.

SHAKESPEARE PRIMER 22



Shakespeare enthusiasts might very well accuse us of butchering the Bard, but it's just our way of bringing home the Bacon.

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MAD COVER

You can't kid me, clogs! Alfie isn't swinging upside down. The birds are flying upside down and the title "MAD" is printed upside down on the bottom of the cover.

Dick Glynn
Phoenix, Ariz.



Upside Down?

MAD PROBLEM

I have been collecting MAD's for years, and my mother has been throwing them out for years. What should I do?

Errol Brown
Pittsburgh, Pa.

Start throwing out your MAD's. Then your mother will start collecting them.—Ed.

In reply to John Spence's letter (Oct. #58) about the ages of his fellow MAD readers being between 13-16 and not being interested in politics: I say that everyone I know who reads MAD is between 21 and 35, and we like politics. And your political articles have been great. Keep up the good work. Us older "kids" dig you the most.

Nan Elwood
Santa Monica, Cal.

I really felt bad when I read that letter of John Spence's in #58. Just thought I'd let you know that not all teenagers feel that way about politics. Keep up the great satire. It was your witty comments which prompted me and many of my friends to find out more about the way our nation is being run. Anyone who isn't interested in the way the world is turning these days shouldn't be reading MAD anyway, that's for sure. I have often thought about writing a gag letter to you, but this is more important to me.

Helen A. Harrison
Richmond Hill, N. Y.

I have read MAD since the 1954 10¢ comic book days. I have also been a member of the Teenage Republican League of Ramsey County since 1957. We have about 100 members in our club, and most of them read MAD. The TRLers enjoy the versatile way MAD informs them about politics. There are many more of us teenagers who feel that politics is and will always be an important part of life in the United States. John Spence is a complete "Shnoock."

John David Hanks
Chairman
Ramsey County TRL
St. Paul, Minn.

John Spence suggested that you cease publishing articles dealing with politics. Please don't! I care several "hoots" about the fate of the world. It ain't much, but it's all we've got.

Eric Partlow
Los Angeles, Cal.

In your Oct. issue, I noticed a letter from a youngster saying that he does not care for political satire. Please do not let that letter influence you in any way. I can assure you that your adult followers are more numerous than you think, and I believe your political articles are quite excellent, especially your appraisal of past and present presidential administrations in "A Child's History of the Middle 1900's."

David Bergman
Los Angeles, Calif.

I believe that the statements made in your Oct. issue about four of the country's leading politicians, three of which were Presidents of the United States and the other a Governor of New York, were senseless and a slap in the face to the American people. They should not have been printed. Now the American people know how stupid you are.

Jon Hartman
(No Address Given)

I have been a devoted fan of MAD for several years and have always enjoyed the magazine. But I have one complaint to make. I don't think you should make fun of something as serious as politics and elections.

Martha English
Chevy Chase, Md.

I noticed the letter from John Spence, who stated that he doesn't "care a hoot about politics." I wish to point out these facts: (1) I love MAD. (2) I take an interest in politics. (3) I enjoy your satires on the subject. And (4), it's time we teenagers started taking an interest in our country and in its government.

Richard Levy
Indianapolis, Ind.

Just want to bestow my praises on the fine—and badly needed—political satire in your latest issues. Thanks.

Roz Baker
Dobbs Ferry, N. Y.

Please address correspondence to: MAD,
Dept. 60, Room 706, 225 Lafayette Street
New York 12, New York

RING OUT THE OLD YEAR
AND RING IN THE NEW!

GIVE A
Christmas
GIFT SUBSCRIPTION
TO

MAD

(Mainly, the one you send it to will ring your neck!)

WE'LL SEND A CHEERY CHRISTMAS GIFT
ANNOUNCEMENT TELLING WHOM TO BLAME!



MAD SUBSCRIPTIONS
225 LAFAYETTE STREET
NEW YORK CITY 12, N. Y.

Christmas comes but once a year... while a subscription to MAD comes nine times. This means the one I send it to will receive eight extra reminders of my feelings. So here is my \$2.00. Send a MAD Gift Subscription to...

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AND SEND A CHEERY
CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

"THE PRODUCER AND I"

I'm ... I'm frightened, Mother! You know I have absolutely no acting ability!

Don't let that bother you, Zelda! Everything will be all right if you do exactly what I've told you! Remember:

*Whenever you read a script,
Just strike a sexy pose;
That's all that you have to do,
And no one ever knows
You can't act!

When trying out for a part,
Just wear a low-cut dress;
That's all that you have to do,
And no one there will guess
You can't act!

The result of this deception
Is very strange to tell:
Though you may act bad,
The director will think
Your shape acts very well!

EASY WITH YOUR SWOOSH FRIENDS... THAT'S LOOKS SLEAZY ON ME IN THE SHOWBOW!

LOOK, MAMMA-- THE LONG RANGERS!!

PAR P!

NO THEN THE DIRECTOR NOTICES MY ZIPPER IS OPEN AND WE HAVE TO WAIT FOR THE WHOLE SCENE ONCE!

I FORGOT TO TAKE OFF MY STEVENSON CRUTCHER!

***Sung to the tune of "I Whistle a Happy Tune"**

ARTIST: MORT DRUCKER

With a figure like yours, he'll love you! I know King Gazan! Besides, it's in my contract that you get a screen test! Why else would I take a job as governess to his seven kids from his five previous marriages?? Baby . . . you just leave everything to Mami!



ACT 1, SCENE 2: THE OFFICE OF KING GAZAN:

My name is Bibi Va Voom! I'm the new governess Mr. Gazan hired for his children—

Oh, yes, Mrs. Va Voom! Mr. Gazan is expecting you. He hasn't arrived as yet. But Marilyn Van Mansfield, his most popular starlet, is meeting with the press in his office. You can wait in there, if you like . . .

PRIVATE

Tell us, Miss Van Mansfield. Is there any truth to rumor that your "on-stage" romance with Rock Garden will lead to wedding bells "off-stage"?

Are you crazy? Me—marry that creep?! Listen, boys, my romance with him is just part of the job!

*We kiss for the camera;
We hug for the lens;
When someone yells "cut"—
Then our romance ends!

He calls me "My darling";
I call him "My dear";
What I'd love to call him
Would puncture your ear!

Alone on the sound stage
With lights in our eyes,
I must follow what's in the book.
But somewhere inside me
A tiny voice cries,
"Behold—and please take a look—
Behold how I can't stand this schnook!"

Okay, boys!
Meeting's over! Every-
body out!

Hiya,
King,
baby!

*Sung to the tune of "We Kiss In A Shadow"

Bibi Va Voom! Howya been, Honey?
This is "Sooky" Huntschalter, my
head publicity man . . .

I'll be right with you, Bibi! First
let me tell off this idiot starlet!

Marilyn, baby! How many times do I gotta
tell you never to say anything like that
to the Press! Sooky, here, broke his back
to get them to swallow that romance yarn
we cooked up between you and Rock Garden!

But, King! He's such a creep!
He makes me feel uncomfortable
when I go out with him!

I mean . . . his fingernails are
longer than mine! And that
perfume he wears . . .

Who cares! Women all over the country idolize the guy! To you he may be just a creep, but to me he's Big Box Office! Now you and your big mouth have killed the new picture I had planned for you and Rock to co-star in!

How do you like that dumb broad! Now I have to shelve a perfectly good script! I tell you, Sooky, she'll drive me nuts!

*She will not always say
What we would have her say;
Instead she'll up and say
Something asinine!

The things she tells the press
Don't bring us happiness;
And what's the cause? One guess—
Something asinine!

She says a thousand things,
But she won't lie;
And truth is something columnists
Don't see eye to eye!

**Sung to the tune of "Something Wonderful"*

I'd give her extra pay
To shut her up each day
But still she's sure to say
Something asinine!

She's really not to blame;
She's just a stupid dame;
But she should learn this game
Can be asinine!

Why do you have to
shelve the script,
King? My daughter,
Zelda, could do
the part!

Hmmm! She
looks all right!
What do you
think, Sooky?

Could
be,
K. G.!

Okay, order Stage 7
ready for a screen
test right away! I
want to see it first
thing in the morning!

ACT 1, SCENE 3: THE NEXT MORNING...

For cryin' out
loud, Bibi! What
did you bring me?
Another "Sex-Pot"!
In your letter,
you said Zelda
was an "actress,"
et cetera ...
et cetera ...

What are you getting so
excited about, King,
baby? There's always
room for another glamor
gal! Look at Liz Taylor!

You look! Every year she's nominated
for the "Best Actress" award! It's not
her figure they come to see, Bibi!
Today, a gal needs "talent" to be a
star and Zelda just doesn't have it!
Remember, we're doing "arty" pictures
in Hollywood these days! That's what
the public wants! "Art"!

Art-smart! Arty pictures will never
make the money the old cornball stuff
made, King! You think people have
changed? Well, they haven't! Someday,
you'll tell me I was right! Now you
can find yourself another governess
for your seven brats! I'm leaving ...
and I'm taking Zelda with me!

ACT 1, SCENE 4: LATER, IN A HOTEL ROOM...

I just can't get over that dumb cluck, Gazan! Why for two cents I'd—

I was thinking, Mother! Maybe Mr. King is right! Maybe I ought to go back to New York and study acting at the Actor's Studio! I mean...

*Shall I act? (Boom-boom-boom)
Shall I kiss all my sex appeal good bye?
Shall I act? (Boom-boom-boom)
And give the Audrey Hepburn bit a try?

She ain't stacked! (Boom-boom-boom)
But her talent is more than meets the eye!

*Sung to the tune of "Shall We Dance?"

Shall I dump Sally Rand—
And begin to act like Brando,
And develop the place I've lacked?

Shall I start on a mission
In the new Monroe tradition?
Shall I act—
Shall I act—
Shall I act?

You can do what you want, Zeld! After all, you're 16 years old now! It's time you were on your own! Go back to New York and study acting if you think it will help. I still say...

*The secret of sweet success
In landing a film contract
Is wearing a tight-knit dress
Which covers up the fact
You can't act!

The people who look for art
In movies today are rare;
The average male clod's a guy
Who doesn't really care
You can't act!

*Sung to the tune of "I Whistle a Happy Tune" (Reprise)

ACT 2, SCENE 1: TWO YEARS LATER. THE HOLLYWOOD MANSION OF KING GAZAN:

Hello, Sooky! I got your message! It sounded urgent! What's wrong?

Glad you could come, Bibi! It's King! He's almost bankrupt! He's feeling pretty bad!

Serves him right! I told him there was no money in "arty" pictures! But, no! He thought the public had changed!

I know, Bibi! He's often mentioned how he should have listened to you! Go in and see him! He needs cheering up...

What for? Ten thousand is more than enough to make one of those sexy horror pictures that are so popular! Why not give one a try?

Why not!? I've really got nothing to lose at this point! What do you say, Sooky . .

*Shall we hack? (*Boom-boom-boom*)
Shall we turn out the "Horrors" by the score?
Shall we hack? (*Boom-boom-boom*)
And present monsters never seen before?

*Sung to the tune of "Shall We Dance?" (Reprise)

We won't try to be "arty"
And produce another "Marty".
Arty films don't end up in the black!

Not like one corny feature
With "Godzilla"
or "The Creature"!

Shall we hack—
Shall we hack—
Shall we hack?

WHAT DO YA
BANDA DO
TONIGHT,
MARTY?

ANGIE: -
WHAT DO YOU
WANT TO DO,
ANGIE?

What about my daughter, "Zelda"? She'd be perfect for pictures like that! She's in New York . . .

Great idea! Call her up! Have her in my office tomorrow morning!

Hi,
cats!

**We are not cats, young lady!
But you are very definitely a
DOG! Out of my office!**

But . . .
don't you
recognize
me?

Certainly! You're one of the extras we hired for the "Zombie" sequence! Report to Stage 2!

Mother! It's me!
Your daughter!
ZELDA!

Zelda! You poor kid!
What happened? Did
your plane crash?

No, silly! It's the new mel
I'm an ACTRESS now!
You know, Shakespeare,
Ibsen, Disney!

An ACTRESS!

One thing we
DON'T need now is
an ACTRESS!

Sooky! We're in
trouble! Who can we
use for the sexy
female lead?

K.G.! I've
got it! I've
got a great
idea...

ACT 2, SCENE 3: THE PREMIERE OF "THE MARTIANS MEET FRANKENSTEIN"...

... and that's
the story of
"The Producer
and I," girls!

My daughter, Zelda, learned
the hard way! So if you have
any Movie Star ambitions...

"Hello, young starlets, whoever you are;
I hope you can't act at all!
Talent is something that I never had—
But I used to have a ball!

Wear clothes, young starlets,
that show off your shape;
Be smart by playing it dumb!
You don't need talent to hypnotize men—
I used to leave them numb!

"Sung to the tune of "Hello, Young Lovers"

Michael Kidd, Robert Young, Victor Mature and Peter Graves

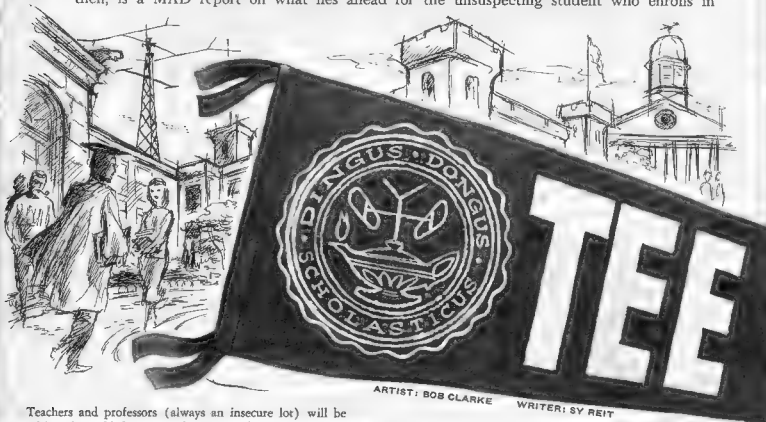
I know how it feels
To hear whistles and squeals
Just by walking right by any guy!
But now on the street,
There's no men at my feet—
My dog gets more whistles than I!

Don't cry, young starlets,
because you can't act;
You're better off than you know!
Just play it sexy and I guarantee
You'll be the star of the show!

You'll be the star
of the show, like Moni—
You'll be the star of the show!

THE MARTIANS MEET
FRANKENSTEIN
STARRING
BIBI VA VOOM

Recently, a large Eastern University announced that it was preparing a complete four-year college course . . . to be given entirely on television! Needless to say, this opens up all sorts of fascinating possibilities. It would mean that, instead of going all the way to school to fall asleep in a stuffy classroom, a student will be able to stay at home and fall asleep right in his own stuffy living room. It would mean a lot of other changes, too . . . and not necessarily for the better . . . as this next vital article will show. Here, then, is a MAD report on what lies ahead for the unsuspecting student who enrolls in



ARTIST: BOB CLARKE

WRITER: SY REIT

Teachers and professors (always an insecure lot) will be subjected to added pressures brought on by this new trend.

Turn in your desk, Hagenhofer! You're through! Yesterday, your Trendex was down eight points!

Give me another chance, Dean! It was not my fault. They put me in a bad time slot . . . right opposite "Comparative Anatomy"!

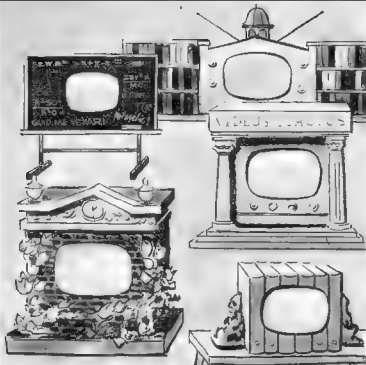
Eventually, our educators, in addition to their academic degrees, will get special training in acting and make-up.

There goes that new Philosophy professor! Isn't he endsville!

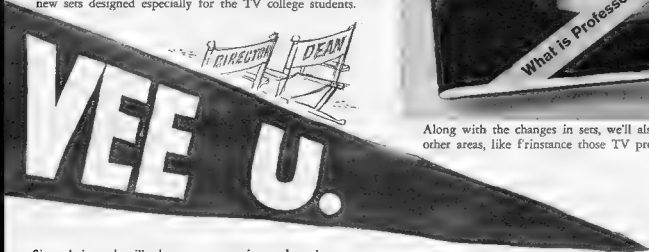
Yeah! I just go mad over those "Method Teachers"!



And that's only the beginning! Because as more and more colleges offer courses on TV, competition for home-screen students will

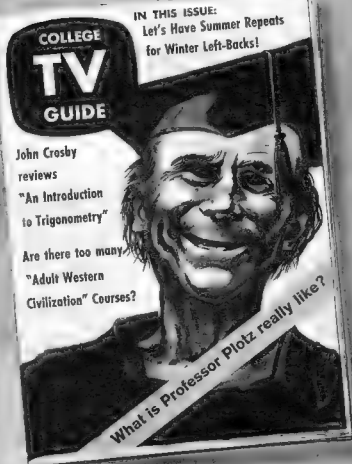


To capture this huge market, manufacturers will introduce new sets designed especially for the TV college students.



Since their work will take on new meaning, and much more importance, TV repairmen will have to dress accordingly.

HAVELOCK T. FINSTER, DVM
 Doctor of Video Maintenance
 Bill-Padder Emeritus
 Spelvin School of
 Tube Technology



Along with the changes in sets, we'll also see changes in other areas, like frinstance those TV program magazines.

For one thing, cutting classes will be a lot simpler than it used to be. All you'll have to do is pull out the plug.



increase. Little by little, TV college courses will be tailored to resemble the formats of shows that have succeeded in the past:

COLLEGE COURSE SUBJECTS WILL BE PRESENTED

POLITICAL SCIENCE

All right, panel—and Political Science students, it's time to play "What's My Loan?" So will our first guest come in and sign in, please, on our usual U.S. Government blank check . . .

And while he's doing that, I can tell you that our guest comes from a small, neutral-block, Middle-Eastern nation!

We'll begin the questioning with Miss Dorothy Killgallen.

Sir, was this loan made to your country as part of our Mutual Security Pact?

Yes!

Could any country get this type of loan?

Sure, if they played their cards right!

ECONOMICS

Hi, all you undergrads and "Eco" majors! It's time to play "The Profit-Margin is Right!" So keep your eyes on the curtain there as we present our first item—going up for cost analysis . . .

A beautiful new "tool and die" machine made from 80% domestic raw materials, and 20% imported raw materials in accordance with the tariff provisions of the Trade Agreements Act of 1934 . . .

Here's a hint, panel—a total of 620 man-hours were used to manufacture this machine. Salaries were based on Federal Wage and Hours Laws, with the usual F.I.C.A. and Income Tax withholdings . . .

AND, OF COURSE, COMMERCIALS WOULD BE USED TO

Friends, what do scholars do to combat the pain and discomfort of ignorance—stupidity and mental starvation? Why, they take accredited courses on Channel 5, the only channel that gives you the solid, unvarnished facts!

Notice what happens inside the average head when only "varnished" facts are fed to it. These varnished facts, represented by the little "u"s, bunch up in the inner ear, and can't get through to the brain!

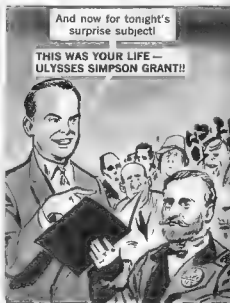
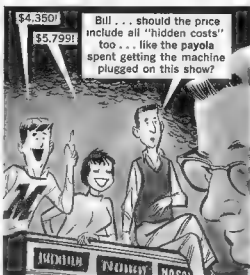
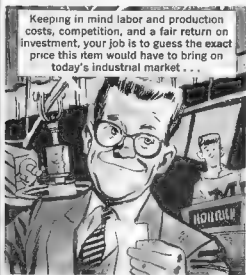
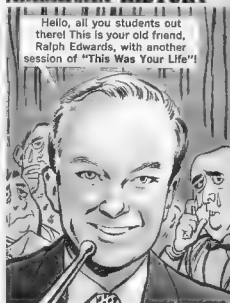
But Channel 5's "unvarnished" facts slip through painlessly—easily—and go right to work on those weak, education-starved brain cells!



IN FAMILIAR TV FORMATS TO ATTRACT STUDENTS



AMERICAN HISTORY



SELL EACH CHANNEL'S TV COURSES...

So why don't you do what smart scholars do? Switch to Channel 5 — for accurate, unvarnished, tamper-proof facts!



Remember, Channel 5 brings you pure, non-filtered information!

Channel 5 — the thinking man's station!



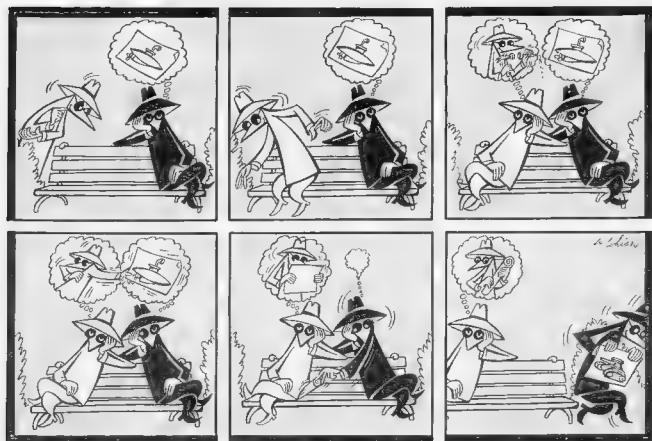
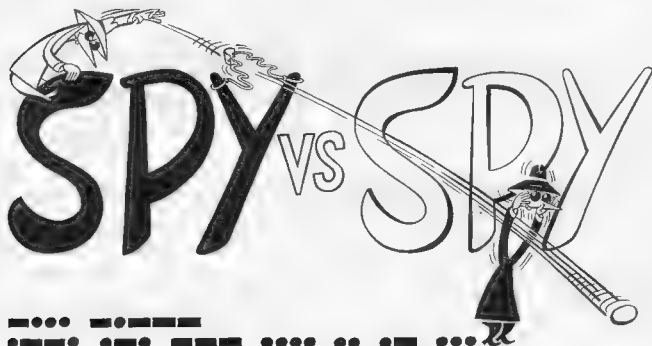
You, baby Ulysses, started life in Ohio, in 1822! Now, see if you remember this voice!

I was your first baby nurse, Ulysses! I guess you can say I was responsible for introducing you to the bottle!



JOKE AND DAGGER DEPT.

Here we go with another installment in that friendly rivalry between the man in black and the man in white, both of whom are dedicated to the "cause" of outwitting each other as —

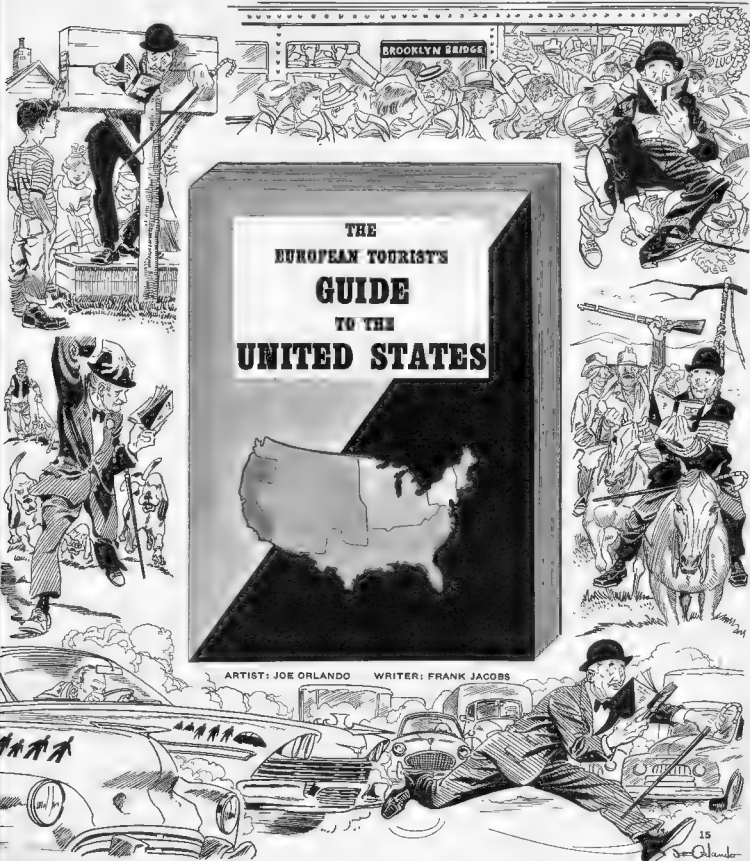


***THE PRESIDENT'S LADY WITH
Merle Wilson, Ann Harding, Eric Adams, Marilyn Monroe, Cathy Grant and Truman Capote

***THE SOLID GOLD CADILLAC with
Glenn Ford, L. Carroll Nash, Eino Lincoln and Mercedes McCambridge

When an American wants to visit Europe, he has dozens of Tourist guides to choose from. These books increase his urge to travel in Europe by telling him about all the marvelous places and things he can see there. But what about the European who wants to visit America?

Shouldn't there be a book to increase his urge to travel in America by telling him about all the marvelous places and things he can see here? You're darn right there should! And maybe there is! But this one isn't it! Mainly because this happens to be MAD's version of...



ARTIST: JOE ORLANDO WRITER: FRANK JACOBS

VISITING NEW ENGLAND

A Little About The Area And The People

NEW ENGLAND is a wonderful place to visit. The natives here will welcome you with open arms, particularly if your English isn't too broken, and you don't look too European. However, these little faults will be quickly overlooked the minute you start spending money. The native New Englander is famous for his shrewd business dealings, "Yankee Trading," and commonly known in legal terms as "Swindling." Being very thrifty, the people believe in saving their money, and also saving their words, so do not feel offended if they seem suspicious and do not speak to you. The fact is they rarely even speak to each other, except to compare the arrival dates of their ancestors.

There are many picturesque farms dotting the New England countryside, where the principal agricultural product is stone. However, many of these farms have recently given way to another booming New England industry known as "Summer Camps", where the principal agricultural product is Unwanted Antique Kids. Among the chief industries in New England is the manufacturing of Authentic Antiques. Countless factories turn out thousands of old butter-churners, rocking chairs, and spinning wheels daily, which are sold in quaint Colonial Roadside Shops. New Englanders are proud of their quaint Colonial structures, which include Colonial Pizzerias, Colonial Gas Stations. The Textile Industry is also important here, although many Textile Mills have been relocating in the South in recent years, where the demand for white shirts is greater.

One of the most interesting New England States is Massachusetts, birthplace of such famous Americans as John Adams, Paul Revere, James Russell Lowell, John Greenleaf Whittier and Sonny Tufts. Here, the largest sailing ship the world has ever known first landed: the 400,000 ton *Mayflower*. It had to be 400,000 tons to carry the ancestors of all the New Englanders who claim came over on it. The capital of the State is Boston, which is famous for banning this tourist guide.

The best time to visit New England is during the winter, when severe blizzards keep most of the people indoors.



Vermont has no special style of cooking, as this typical meal of beef in maple syrup gravy, peas in maple syrup sauce, and fried maple syrup potatoes illustrates.

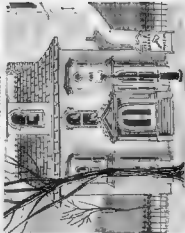
Historical Landmarks And Places Of Interest

FOSDICK'S INN
West Stegmire, Vermont



Visitors to this old authentic Colonial Inn can spend the night in the only bed in all of New England where George Washington did not sleep.

LIZZIE BORDEN MEMORIAL MUSEUM
Fell River, Mass.



This famous New Englander and her historic feat is honored by exhibits that include the original axe with which she gave her father forty whacks.

ZKE'S CROSSING
Rutabago, Maine



Zke will bet you \$25 he can outrace you to the highway in his '29 Essex. After you win, he'll flash his badge and fine you \$50 for speeding.

ANNUAL PEYTON PLACE FESTIVAL
Peyton Place, New Hampshire



Residents of this famous quaint New England town hold an annual rally-high point of which comes when they hang Grace Metalious in effigy.

HANDY PHRASES:

1. Yep!
2. Nope!
3. Mc'bel!

DID YOU KNOW

that the Northern Maine, Central Vermont & Southern is America's oldest non functioning railroad?

Boston Harbor, a mecca for fishermen, is rich with the flavor of its contribution to America's heritage.



VISITING

A Little About The Area And The People

THE EAST contains some of America's most beautiful and breathtaking scenery. Unfortunately, nearly all of it has been covered up by cities, suburbs, thoroughways and carbon monoxide. The people of the East lead very busy lives, and sometimes appear to be rude, boorish and ill-mannered. This is not true! You will find they are actually *are* rude, boorish and ill-mannered. Easterners are always in a hurry. They are in a hurry to make lots of money so they can eventually move from their crowded cities to plots of land in quiet green fields. These quiet green fields are called cemeteries.

The East is the center of industry in America. Many large companies are located here. These companies are very proud of their workers. Once or twice a year, the workers parade up and down in front of their buildings to remind the companies of how important they are. The companies are so impressed by this that they spend millions of dollars to develop complex machines which can perform the workers' duties and give them more time to parade.

The largest Eastern city is New York. Here, you can visit Wall Street, where financial tycoons amass huge fortunes investing in America's growing economy. Here, you can also visit The Bowery, where these financial tycoons end up when the economy slips a little. New York is famous for its many amusements. One of the most popular is the famous year-round underground thrill ride known as The Subway. Each day, millions of fun-loving New Yorkers enjoy this wild race through smoke, fire and possible suffocation. Another popular amusement, which can be enjoyed free in many New York parks, is called Mugging. The official language of New York is English, except in Brooklyn, Greenwich Village and along Madison Avenue.

Other major Eastern cities are: Philadelphia, which disappears completely after 10 o'clock at night; and Washington, the Seat of Government. The Seat is where America's policy-making brains are located.

North of Washington are Gettysburg and Burning Tree, two important commuter stops. Any season is a good time to visit the East, chiefly because the people are so engrossed in making money that your arrival will make no difference whatsoever.

Washington's Smithsonian Institute enshrines America's inventive genius. Exhibits include Bell's first telephone, which revolutionized communications, Whitney's first cotton gin, which revolutionized agriculture, and Ford's first Edsel, which revolted almost everybody.

THE EAST

Historical Landmarks And Places Of Interest

THE CRADLE OF LIBERTY
Philadelphia, Penna.



FRANKY'S TAVERN
New York City



This treasured American memento features the famous crack which caused Elvis Liberty, Rock 'n' Roll star, to fall out on his head as a baby.

Rear booth contains phone no. of local favorite, Zelda Wower, scribbled on wall. Zelda has ended as the area's top tourist attraction since 1994.

MURDERLAND, U.S.A.
The Bronx, New York



New panoramic amusement park, housing America's glorious past. Visitors help Al Capone and Al Dillinger in bloody bank hold-up, finally end their being machine-gunned by G-Men. Real history, real thrill, real bullets!

DID YOU KNOW

that if all the New York City commuters were piled one on top of each other, they'd be taking their usual trip home?

1. Geddabere!
2. Ahhsaddup!
3. Gwanasram!



VISITING

A Little About The Area And The People

THE MOMENT YOU enter the South, you will find yourself suddenly transported into a more relaxed way of life. Southerners believe in taking it easy. In Tennessee, you will see leisure-loving mountain folk hardly move as they take careful aim and fire at U.S. Revenue Agents. In Georgia, you will see leisure-loving factory owners hardly move as they take careful aim and fire at Northern Labor Organizers. And in Florida, you will see leisure-loving land owners hardly move as they take careful aim and fire at Miami Beach.

The South is an area of picturesque beauty. In South Carolina, a hunter whistles softly to his faithful old bloodhound as he sets out to retrieve his favorite quarry, an escaped convict. In Mississippi, a cotton picker whistles softly to his faithful young wife outside her little red schoolhouse, as he waits to carry her books home.



Scenic farms, nestled far up in Southern hills, reflect quiet, industrious life of the people. Husband and wife work side by side to make "togetherness" a living word.

Southern hospitality is world-famous. Sprawling plantations feature stately old homes where visitors are welcomed by stately old Colonists. As soon as you enter one of these mansions and hear the strains of "Dixie," being piped through the Murak speaker in the front hall, you will fall under the spell of Southern Aristocracy. After a sumptuous dinner of grits and possum, you may even be asked to join the men in the library as they smoke cigars and plot The Second Confederacy. You may even hear the famous slogan, "If at first you don't succeed, try again!"

Actually, the idea that Southern Aristocrats live in the past is absurd. Southern factories boast the finest in modern equipment. A recent study shows that 7 out of 10 Alabama cotton mills have installed electric fans to cool off workers who have to lift those 500 pound bales by hand. And the Acme Mint Julep Bottling works in Biloxi recently became the 100th Southern firm to institute a 40-hour week for its workers under twelve years of age.

The best time to visit the South is when stars shine on Alabama, because nothing can be finer than to be in Carolina in the morning.

THE SOUTH

Historical Landmarks And Places Of Interest

THE IRVING TALMADGE MEMORIAL BRIDGE

Macon, Georgia



The Irving Talmadge Memorial Bridge boasts the largest suspension span of any bridge in the South over dry land. Its toll booths are famous for accepting only dimestate money.

VICKSBURG BATTLEGROUND

Mississippi



Tourists can explore site of famous Battle of Vicksburg, where 41 Civil War historians lost their lives in May, 1955 while arguing over length of General Lee's beard. Textbooks and Phi Beta Kappa keys still litter battlefield.

HANDY PHRASES:

1. Y'awww!
2. Awshoo!
3. Danyankee!

THE YAZOO RIVER STATE PARK

Yazoo, Mississippi



This famous State Park, where Phil Harris's birthday is celebrated annually, is situated where the Yazoo River, when seen from the air, forms an outline of Erskine Caldwell's head.

THE BEAUREGARD VALLEY AUTHORITY

Beauregard, Tennessee



Built to harness the raging waters of the 9-mile-long Beauregard River, The BVA includes 28 dams and 15 hydro-electric plants. It was finished in 1947, only 1 week after the river ran dry and Senator Beauregard was impeached.

DID YOU KNOW

that the bite of the Georgia Cottonmouth does not kill you; it's his bad breath?



VISITING THE MIDWEST

A Little About The Area And The People

IF YOU WANT to enjoy the beauties of spectacular mountain ranges, great expanses of forests, and breathtaking rock formations, then we suggest you skip the Midwest and go on to the next section. However, if you want to get to the heart of America, then you should go to the Midwest. Because it's just about in the center of the country.

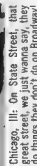
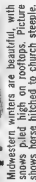
There are many rivers in the Midwest, for most of which are the Mississippi, the Missouri, the Illinois, the Ohio, and the Portageville Mill Creek. Once a year these rivers overflow their banks, causing a great deal of damage to life and property, and a great deal of discussion about dams, watersheds, flood control and other projects. But after a while, the rivers recede, and so do these discussions. There is also a great deal of discussion throughout the Midwest about price supports for the farmers. The Government would like to end these price supports, but it doesn't. Because such a move would result in farm foreclosures, starvation, and several dozen Congressmen being defeated for reelection.

The largest city in the Midwest is Chicago, which was made famous by Carl Sandburg, notorious by Al Capone, and unlivable by the Stockyards. Other important centers are Milwaukee, which was made famous by Schlitz, and Dodge City, which was made famous by CBS.

In Midwestern cities, there are many fine stores and shops, most of which rely on the trade of the farmer. The farmer usually comes into town to inspect the merchandise being offered by these stores. Then he orders what he likes from Mail-Order houses in the East.

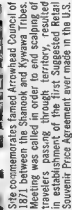
The people of the Midwest are descendants of pioneer settlers who headed West in covered wagons and didn't quite make it all the way.

When to visit the Midwest is a tough problem. Neither Winter (blizzards) nor Spring (flash floods) nor Summer (dust storms and drought) nor Fall (the football season) provides a pleasant climate for the overseas visitor. If you must visit the Midwest, we suggest the evening of Sept. 3rd, between 6 and 8 P.M.

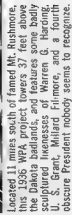


Historical Landmarks And Places Of Interest

COUNCIL! ROCK NATIONAL MONUMENT



MT. RUSHLESS MEMORIAL
Mt. Rushless, N. D.



MISSOURI STATE INSECT MUSEUM



DID YOU KNOW

that groundhogs are held sacred by the residents of Carbondale, Ill.?

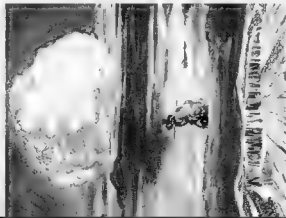


BLANDY PIERZESI

1. Soooooooo!
2. Here, pig
3. Pig. pig. pig!

VISITING

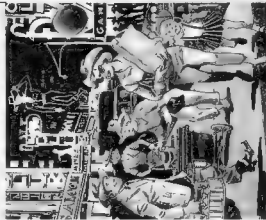
A Little About The Area And The People



Nothing is as impressive as a Western sunset, when a brilliant fireball casts an orange glow on a breathtaking cloud formation like this one at Yucca Flats.

larly among ranchers. When a rancher gets old, he follows the traditional pattern of passing ownership of the ranch to his eldest son. The younger son then has the traditional choice of working for his elder brother, or burning down the ranch. The principle industries of the West include: building ghost towns for TV and Hollywood movies, and sellingphony uranium and oil stock. The West is pretty wild, and since we'd rather not have any international incidents, we advise that you travel on to the Pacific Coast while you're still in one piece. But if you insist upon seeing it, the best time to visit the West is when the natives are home on the Range.

Las Vegas is rapidly becoming America's busiest playground, as this photo taken at he ht of 4:00 AM rush hour attests.



THE WEST is wealthy with scenic treasures. It is here that Mother Nature has taken her magic brush and painted a land of majestic mountains, towering waterfalls, and breathtaking mesas. With a master-sculptor's skill, she has carved out a wonderland of forest, rock and water. The only trouble is: nobody seems to want to live here! This is probably due to the limited job opportunities available. After all, how many American parents want to raise their sons to be National Park Rangers?

The overseas traveler can choose any of a hundred different methods to tour the West. If he goes by car it is suggested that he select one of the paved roads, both of which will be completed by the Spring of '63. By train, of course, is the most picturesque way to see the West, but he is sure to bring along a cushion. Riding a mule, although more expensive, affords the added convenience and thrill of landing at many remote, scenic Western areas, like the sides of mountains.

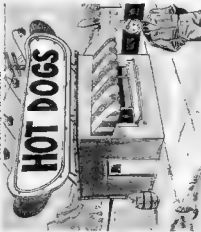
The people of the West welcome tourists, this being the only way they get news from the outside world. Family ties are strong here, particu-

THE WEST

Historical Landmarks And Places Of Interest

SITE OF CUSTER'S LAST STAND

Phoenix, Arizona



This historic landmark is the site of Custer's famous "Last Stand". Once the owner of a whole chain of Hot Dog stands throughout the West, Mr. Custer lost this last one in a crap game.

BRIGHAM YOUNG MEMORIAL HIGHWAY

Salt Lake City, Utah



Built to commemorate Brigham Young, who once was married to 17 wives, this road, known as the single-lane highway is, appropriately enough, the shortest direct route west to Reno, Nevada.

OTTO'S AUTOMOTIVE MUSEUM

Otto's Gas Station, Wyoming



This unusual automotive museum, located near Cheyenne, contains a collection of more than 50,000 gas caps which Otto has neglected to put back on car tanks over the past 25 years.

ATOM SCIENTISTS SUPERMARKET

Los Alamos, New Mexico



At this strange supermarket, overseas visitors will find that the only thing that is not sold is atomic scientists, some of whom are only slightly radioactive, and should glow a while.

HANDY PHRASES:

1. Reach!
2. Dance!
3. Vamoose!

DID YOU KNOW
that cowboys talk dirty?



VISITING THE

A Little About The Area And The People

THE PACIFIC COAST is divided into two major sections: Washington, Oregon, and California in the north, and Los Angeles in the south. The northern part features rugged, wild scenic attractions such as Mt. Rainier, Crater Lake, Yosemite National Park, and Sonoma-Wayne Morse. This is the area that has given America its two oldest and most durable living things—the giant redwood trees, and King Crosby.

The southern section, Los Angeles, is bounded by the Pacific Ocean on the west, San Francisco on the north, Las Vegas on the east, and Smog on the south. The government is a Constitutional Monarchy, headed by Frank Sinatra. The overseas tourist will enjoy participating in the traffic fatalities at Hollywood and Vine, being mistaken for a waiter at the Brown Derby Restaurant, and strolling across the mined front lawns of movie stars' homes in Beverly Hills.

No visitor should miss the annual Hollywood Divorce Festival, staged by the Academy of Motion Picture Arts and Sciences, and featuring Jerry Geisler. This hilarious spectacular lasts from January to December.

The people of the Pacific Coast are cut off from the rest of the U.S. by the Rocky Mountains. This geographic isolation causes the inhabitants to believe they are in another world. And they act and dress accordingly. Sun glasses, long cigarette holders, tight sweaters and form-fitting leotards is the accepted attire, for both men and women. The young people of the area are sport-minded, but are usually off the streets before dark. They can then be found in the numerous parking spots around, resuming their sport. An important industry of the section caters to the old people who come there from all over the U.S. This industry is known as Pinelawn Cemetery.

The best time to visit the Pacific Coast is on Mondays or Tuesdays because the weekends, which begin on Wednesday and last through Sunday, are quite hectic and should be avoided in the interest of mental health.

Motorists often stop to marvel at the majestic beauty of Washington State's rich timberlands.



THE MONASTERY OF THE HAWKS
Escondido, Calif.



Famous among bird lovers, this Monastery has become the favorite nesting place of the rare North American Swallow Hawk, which may be due to its location 2 miles South of Capistrano.

THE OLD WESSEL HOMESTEAD
Bartstow, Calif.



This modern ranch house, which stands out from its neighboring structures, has been a tourist mecca ever since Melvin Wessel refused to let them tear it down to build the "High Noon" set.

THE HOLLYWOOD BOWL
Hollywood, Calif.



This immense cultural and artistic center is a favorite of the natives. However, music lovers will do well to avoid it at all costs since it contains 71 alleys and the noise is deafening.

THE JACK BENNY MONUMENT
Fenwick Hotel, Palm Springs, Calif.



Erected by an amazed Palm Springs Chamber of Commerce, the statue and plaque mark the only spot in the U.S. where the 39-year-old star failed to argue over the size of a hotel bill.

HANDY PHRASES:

1. Dahling!
2. Fabulous!
3. Alimony!

DID YOU KNOW

that Disneyland has more comfort stations than Latvia?



PACIFIC COAST

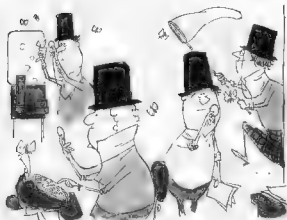
Historical Landmarks And Places Of Interest

INSIDE-OUCH DEPT.

Have you ever wondered what the people are like . . . we mean what the people are *really* like who plan TV shows, and run ad campaigns, and turn out magazines, and make other great contributions to the culture of our country. Well, here is your chance to find out at last, as the Editors bring you

A MAD PEEK BEHIND

ARTIST: PAUL COKER, JR.



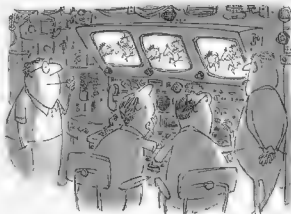
THE STAFF OF "NEW YORKER" MAGAZINE



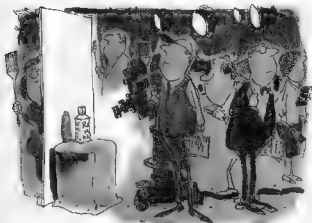
A ROCK 'N ROLL COMPOSER



TALENT SCOUTS FOR THE MUSEUM OF MODERN ART



IN THE BLOCK HOUSE AT CAPE CANAVERAL



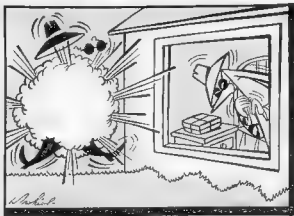
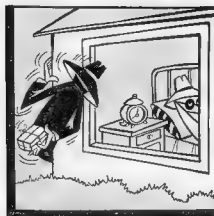
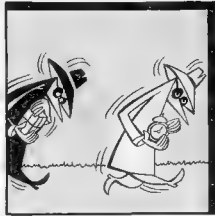
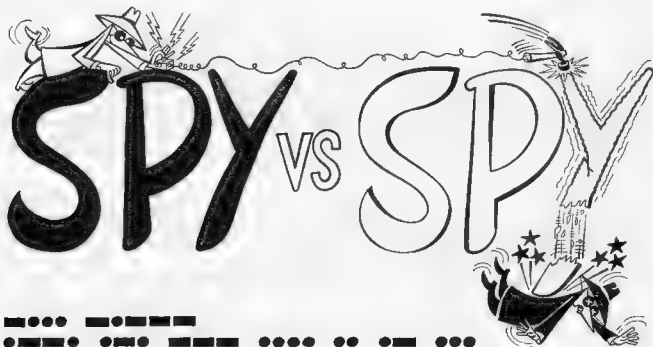
SHOOTING A "RAID" TV COMMERCIAL



DR. SPOCK AT HOME

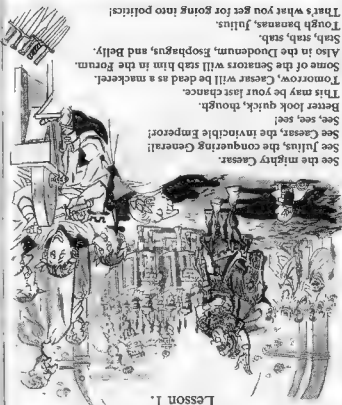
JOKE AND DAGGER DEPT.

Once again, let's take a look at the insidious plots being hatched in the rivalry between



That's what you get for going into politics!
Tough bananas, Julius.
Stab, stab, stab.
Also in the Duodecimum, Esophagus, and Belly.
Some of the Senators will stab him in the Forum.
Tomorrow, Caesar will be dead as a mackerel.
This may be your last chance.
Better look quick, though.

See, see, see!
See Caesar, the invincible Emperor!
See Julius, the conquering General!
See the mighty Caesar.



Lesson 1.
JULIUS CAESAR

Whee, whee, whee!
Xum, yum, smack!
And drink lots of wine.
Clugs, klugs, hcl!
And after dinner, they'll throw people to the lions.
Growl, growl, urp!
People really knew how to live in those days!

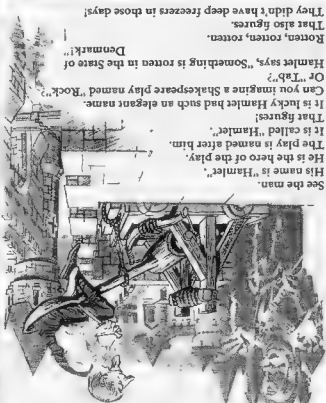
See Julius's friend, Marc Antony.
Marc Antony is running for Emperor now.
He is making a speech at Julius's funeral.
Which can be even more sickening than kissing babies.
When Marc Antony wins, he and his friends will have orgies.



Lesson 2.
JULIUS CAESAR

AWAY ALL BOATS with
Henry Hull, Howard Keel, Robert Stack and Clara Bow

See the man.
His name is "Hamlet".
He is the hero of the play.
The play is named after him.
It is called "Hamlet".
That figures!
It is lucky Hamlet had such an elegant name.
Can you imagine a Shakespeare play named "Rock"?
Or "Tab"?
Hamlet says, "Something is rotten in the State of Denmark!"
Rotten, rotten, rotten.
That also figures.
They didn't have deep freezers in those days!



Lesson 1.
HAMLET

"Hamlet" is a very interesting play.
It contains stuff to make you think.
Think, think, think.
It also contains:
Three facial duels,
Two suicides,
One poisoning,
And a double execution.
"Hamlet" is a good play for children.
It is much better than reading violent TV programs.
Because it is more violent than TV and comic books.
put together!



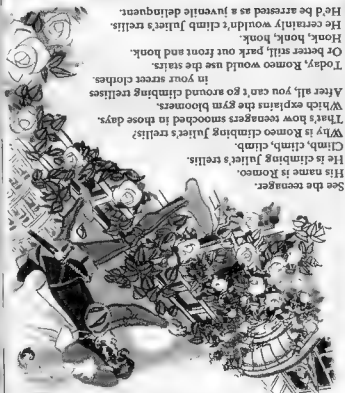
Lesson 2.
HAMLET

My First Tragic Reader

easy little steps to
intellectual smobbery
by Sam Friends, Irving Romans
and Melvin Countryman

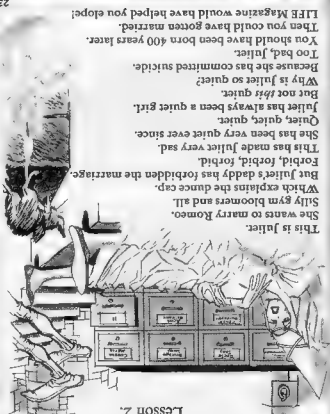


ROMEO AND JULIET Lesson 1.



See the teenager.
His name is Romeo.
He is climbing Juliet's trellis.
Climb, climb, climb.
Why is Romeo climbing Juliet's trellis?
That's how teenagers smooched in those days.
Which explains the gym bloomers.
After all, you can't go around climbing trellises
in your street clothes.
Today, Romeo would use the stairs.
Or better still, park out front and honk.
Honk, honk, honk.
He certainly wouldn't climb Juliet's trellis.
He'd be arrested as a juvenile delinquent.

ROMEO AND JULIET Lesson 2.



This is Juliet.
She wants to marry Romeo.
Silly gym bloomers and all.
Which explains the dunce cap.
But Juliet's daddy has forbidden the marriage.
Forbidden, forbid, forbid.
This has made Juliet very sad.
She has been very quiet ever since.
Quiet, quiet, quiet.
Juliet has always been a quiet girl.
But not *this* quiet.
Why is Juliet so quiet?
Because she has committed suicide.
Too bad, Juliet.
You should have been born 400 years later.
Then you could have gotten married.
LIFE Magazine would have helped you elope!

THE MAD SHAKESPEARE PRIMER

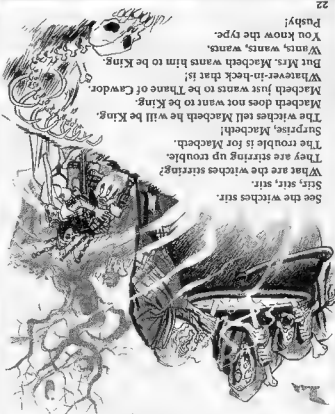
"Why don't kids read the classics anymore?" MAD submitted this question to ten of our top Educators in order to find out. Unfortunately, nine of them ignored us completely. However, the tenth submitted a 14 page treatise that probed deeply into the reasons. But we couldn't understand all the big words he used, so we decided to answer our own questions ourselves: the reason kids don't read the classics anymore is because they're not properly introduced to them at an early age. Why not start youngsters off with simplified versions of the classics, like *First* these, in...

***IT'S ALWAYS FAIR! WEATHER WITH BARBERS HAIR, CAT STORM AND CLAUDE RAINS

NO HOLDS BARD DEPT.

ARTIST: WALLACE WOOD WRITER: PHIL HAHN

MACBETH Lesson 1.



See the witches stir.

Stir, stir, stir.

What are the witches stirring?

The trouble is for Macbeth.

Surprise, Macbeth!

The witches tell Macbeth he will be King.

Macbeth does not want to be King.

Macbeth just wants to be Thane of Cawdor.

Whatever-in-heck that is!

But Mrs. Macbeth wants him to be King.

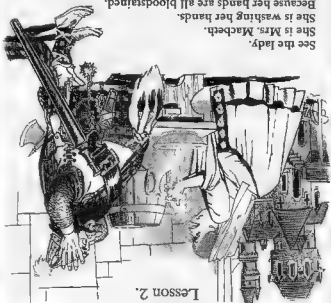
Want, want, want.

You know the type.

Pushy!

22

MACBETH Lesson 2.



See the lady.

She is Mrs. Macbeth.

She is washing her hands.

Because her hands are all bloodstained.

Ecch, ecch, ecch!

She has just helped Macbeth kill the King.

Why did Mrs. Macbeth help Macbeth kill the King?

Because the Macbeths always do everything together!

Together, together, together, together.

"Out, damned spot!" says Mrs. Macbeth.

Mrs. Macbeth has dirty hands, all right.

She also has a dirty mouth!

NGS AND CHEERS TISTS AND COWARDS

WRITER: LARRY SIEGEL

let their schools know what they *really* think of them, here are...

(to the tune of "The Sweetheart of Sigma Chi")

THE GIRL OF MY DREAMS

Oh, the girl of my dreams is the ugliest

Of all the girls in school.

A homely dog, with no brains at all;

She earns much ridicule.

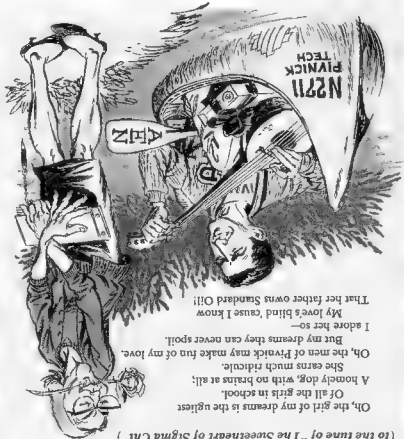
Oh, the men of Pivnick may make fun of my love.

But my dreams they can never spoil.

I adore her so—

My love's blind cause I know

That her father owns Standard Oil!



DIG A HOLE, OLD PIVNICK
(to the tune of "Buckle Down, W'insocket")

Dig a hole, old Pivnick, dig a hole;

When the foe comes, Pivnick, better dig a hole.

If you dig it deep, and inside you leap,

Then you'll never weep if you will only dig a hole.

They look tough, old Pivnick, they look tough;

And they're tough, old Pivnick, oh, they're very tough.

They are here to win, and to smash your chin.

But they can't begin if you will only dig a hole.

If you dig, you'll chuckle and retreat (and retreat)

If you dig, go 18,000 feet (thousand feet)!

Dig to China, Pivnick, all the way;

Hit Hong Kong, old Pivnick, and you'll save the day.

If you stay alert, if you hide in dirt,

Then you won't get hurt if you will only dig a hole!



PRAY, PRAY FOR
OLD PIVNICK TECH

(to the tune of "Cheer,

Cheer for Old Notre Dame")

Pray, pray for old Pivnick Tech,

We're gonna get it right in the neck!

Send a sound of Taps on high,

As our whole team lays down to die!

What though the odds may be great or small,

Old Pivnick Tech will fumble the ball,

While her undergrads get sick and

Transfer to U.S.C.!

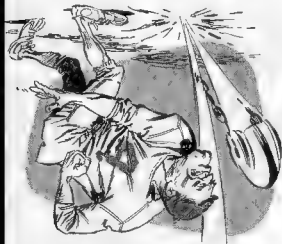


MAD'S COLLEGE SO FOR TRAITORS, DEFEA

But let's face facts, gang! Very few schools have great football teams. And very few football teams have great schools. And in fact, there's a whole bunch of students going to college these days who can't stand

ARTIST: GEORGE WOODBRIDGE
ALMA MATER SONG
(to the tune of
"Far Above Cayuga's Waters")

Our instructors here are surviving;
Our school is a wreck.
We need brains to match the Russians;
Help save Pivnick Tech!
Our Alumni rush to campus,
Armed with pen and check,
To give athletes more payola
Here at Pivnick Tech.
How can we develop brains to
Match the Reds, by heck?
Ours are scattered o'er the playing
Fields of Pivnick Tech.



THE
"WE WANT A
TOUCHDOWN"
CHEER

We want a touchdown;
We're gonna get one!
We're gonna get one!
When hell freezes over;
Quiet, team, quiet!



SONS OF GOLD AND YELLOW

(to the tune of
"The Song of the Vagabonds")
Sons of Gold and Yellow;
Will the other fellow
Take from us a victory?
Yell! Yell! Yell!
Hear our comrades chorus:
How our foes adore us
Cause we're frightened constantly!
Backward, backward, comes the mighty foe;
Forward, forward, back we go!
Sons of Gold and Yellow,
Our blood's made of yellow;
We fear Vassar's Varsity!



(to the tune of "The Whiffenpoof Song")
THE HUNDRED-PROOF SONG



From our colleges, dear old Pivnick,
To the dear old dirty bar,
Where our educators dwell,
While our text books burn in flames
That cast a spell.
Come the Hundred-Proofs assembled
With their glasses raised on high,
Who drink when we please—
Gulp! Gulp! Ech!
We are rich little sons
With advanced D.T.'s—
Slip! Slurp! Yeeh!
Wasted students spending Dad's dough
On kegs of Schlitz and fifths of Old Crow—
Earning the grades we deserve, we know!

After listening to hundreds of college songs which pledge an undying loyalty and eternal victory to Alma Mater . . . and after hearing hundreds of cheers urging the team to "Hit 'em again, Harder!" as an opposing player is carried off the field withing in pain, we have come to an important conclusion . . . namely, that people who write, sing and yell these songs and cheers are super-loyal to their schools, incorrigibly optimistic and quite obviously sick. For example, here are some . . .

TYPICAL COLLEGE SONGS AND CHEERS FOR BLINDLY LOYAL, RIDICULOUSLY OPTIMISTIC VICTORY-CRAZED STUDENT SADISTS

ON TO THE FRAY (to the tune of "Anchors Aweigh")

On to the fray, Piv-nick—
On to the fray!
Kill those who block our road, and
Gild their bones to clay, clay, clay, clay!
We're mighty Pivnick men—
Sea, war and strong!
We'll beat the Vis-it-ors as
Soon as we conclude this modest song!

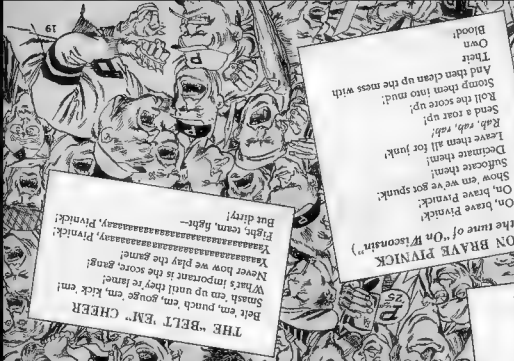
THE ALMA MATER UNDYING LOVE AND DEVOTION SONG (no particular tune, but warm and sincere)

Hail to thee, fair Alma Mater,
When thy hallowed campus calls,
We'll come back, each son and daughter,
Back to kiss thy Ivy walls.
We'll hug thy labs, thy Dean of Women;
We'll clutch your trees in fond embraces;
And with our joyous hearts a-brimmin',
We'll pick your porpoises upon their faces.
Alma Mater, Alma Mater,
We love you so, it drives us mad,
That if they dared to come between us,
We'd even give up Mom and Dad!

ON BRAVE PIVNICK (to the tune of "On Wisconsin")

On, brave Pivnick!
Show 'em we've got spunk;
Suffocate them!
Decimate them!
Leave them all for junk!
Send a roar up!
Roll the score up!
Stomp them into mud!
And then clean up the mess with
Their
Own
Blood!

Belt 'em, punch 'em, gouge 'em, kick 'em!
Smash 'em up until they're farne!
What's important is the score, gang;
Never how we play the game!
Yaaaaaayyyyyyyyyyyyyyyyyyyyyy, Pivnick!
Fight, team, fight—
But dirty!



MAD'S SUGGESTIONS FOR EFFECTIVE WEIGHT CONTROL

Speaking of low-calorie products like "Profile Bread" and "No-Cal" Soda, this whole area of dietetic foods requires further expansion. We look forward to seeing items like —

**NO CAL
TOOTHPASTE**
AND DENTAL FLOSS

**NO CAL
CIGARETTES**
WITH CALORIC FILTER

**IS YOUR
BOY FRIEND
ON A DIET?
HELP HIM
BY USING
NO CAL
LIPSTICK**
KEEP HIM FROM
GETTING A
FAT LIP

**NO
CAL
HA
LA
VAH**

An organization should be formed similar to "Alcoholics Anonymous" called "Abdomens Anonymous." Whenever hunger pangs threaten to knock you off your diet, you just phone another member, and talk it out over a bottle of "No-Cal."



And supermarkets could co-operate by eliminating their regular price signs and adopting a brand new nomenclature system

**WHO SAID
MONEY CAN'T
BUY HAPPINESS?**

TRANQUILIZERS
Millions of Calories
but you won't
give a darn

SOAP
No Calories
if you watch
your language

NO YOGURT
No Calories
for you
80 Calories
for the dog

APPEARANCE
100 Calories
2 cans for
198

OLIVES
50 Calories
2 jars for
98

TUNA FISH
170 Calories
2 cans for
339



It is common for overweight people to blame their obesity on their glands. This is true, because they've eaten so much all their lives, their glands weigh 100 lbs. each.

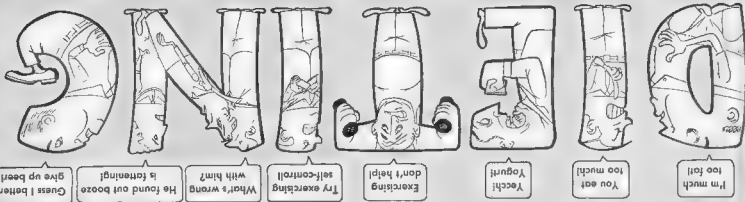


SLIMMY REDUCING TABLETS, INC.
"WE LIVE OFF THE FAT OF THE LAND"
SALES CHART

But there are a few individuals who actually get fat due to dieting. These are people like Vic Tanny and the drug company executives who sell reducing medicines like crazy.



That's it, brother! You are now eligible for the fastest-growing faternity in the country. Yes, it's a fact that 3-4 million people in America are overweight (that's speaking in round figures, of course!) and most of them are active members of this faternity... the one devoted to...

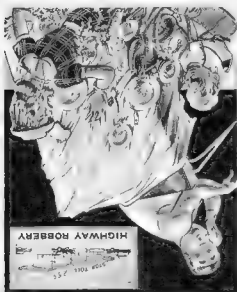
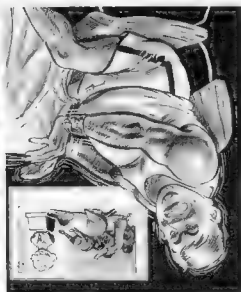


WRITER & ARTIST: DAVID BERG

HOD OF WEIGHT CONTROL...

The only exercise that has proven effective in weight-control is a difficult exercise known as the "push-off."

This exercise is taken at meals. First, you "push-off" the plate, then you "push-off" the body from the table.



HOD OF WEIGHT CONTROL...

everything that comes in contact with your mouth through the day.

Then use the chart to figure each meal accordingly. This method involves integral calculus, and all that figuring will make you too nauseous to eat. So you'll lose weight.

PENCIL	7 Calories
PEN (BALL POINT)	7 Calories
LIPSTICK (From Girl Friend)	8 Calories
FIST	11 Calories
Porcelain Jacket (From Dentist)	1 Calorie





First, decide how many calories you use up in 24 hours: the "Active" type uses up many more calories per day than ... who only lays around!

FINGERNAILS	10 Calories
TOOTHPASTE	6 Calories
CIGARETTE SMOKE	2 Calories
CIGAR SMOKE	3 Calories
SMOG SMOKE	4 Calories

Next, get yourself a complete calorie chart, one that evaluates

CALORIE COUNTING AS A MET



Those that have tried know that it is impossible to roll excess weight off.



Those that have tried know that it is impossible to rub excess weight off.



Those that have tried know that it is impossible to steam excess weight off.

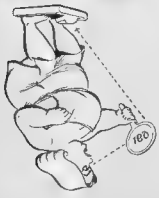
PHYSICAL EXERCISE AS A MET



The first hint that perhaps you are a little overweight comes when you find yourself wedged into a revolving door.



The thought weighs on your mind (adding to problem) when neighbors start dropping friendly little hints like -



And final proof comes when you check a scale. Mainly, you can't even see a figure because of your own figure.



Well, folks, I see the captains are coming out for the toss of the coin, so without further ado, here is the former All-American, before he was caught throwing a game, your referee and mine, the comedy star of the afternoon, George "I Can Be Reached" Fortescue! Let's hear it for George!



Also, some time during the game, they may attempt a field goal. When that happens, we like you all to scream, "Block that kick, block that kick!" For those of you who are here for the first time, we don't want you yelling this on the kick-off. Last week, some over-enthusiastic player heard it and actually blocked the kick-off...



Fine! And if he should get up and limp off the field, we like a big roar of applause! Remember, you're applauding the injured player, not the guy who clipped him...

Some time during the game, players may be injured. I'm not promising, but if a boy does get batted, and he's lying there, writhing in agony, we'd like a little rapid silence. Let's hear some rapid silence, folks...

"ONE OF OUR AIRCRAFT IS MISSING WITH Tony Curtis, Kirk Douglas, Olivia de Havilland, Burt Lancaster, Tony Martin and Piper Laurie



And now, I see it's time to begin, so here he is — author of the best-seller "How I made \$2,000,000 in Worthless Stocks and Then Couldn't Sell Any" — and the upcoming best-seller "May This House Be Safe From Proxy Votes" — your Chairman of the Board and mine — the one and only Smilin' Jack Smythel!



These are always exciting meetings, folks. You may recall that one of our Directors committed suicide last year, right after the financial statement was read! So stick around to the end, because anything can happen!



On, then, there will be no box lunches this year due to the incident last year — when someone threw an American Cheese snack after the meeting, though, when the Directors are safely on the train.

Last year, a stockholder stood up and said that "Spineless men were running Poitrebale!" Let's not have that again! Remember, it's these spineless men who are the very backbone of our company!

WARM-UP TO A STOCKHOLDER'S MEETING



A little more dismay next time ...

Hi, minority stockholders! I'm Cliff Hanger. Welcome to the annual meeting of Potrzebie Electronics. Now, when the annual report is read, let's not have any moaning or groaning. Just a few quiet gasps of dismay! Can we try it? Let's hear some gasps of dismay —



Now that you've blown off steam, just remember that Electronics is a growth industry, and Potrzebie has a unique position in it. Because from where we are now, all we can do is grow!

By the way, you're in for a surprise special dividend announcement. For the 19th consecutive year, Potrzebie will not pay a dividend! So let's hear it.

WARM-UP TO A FOOTBALL GAME

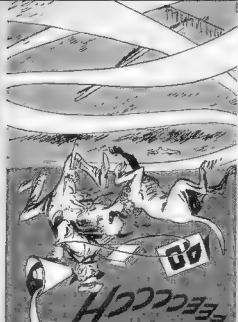


Hi, sports fans! I'm C. D. Divots, the stadium caretaker. We've got a great game lined up today, despite the fact that our star quarterback is in jail for tax evasion, and won't be playing. So perhaps the contest won't be quite as close as our 80-0 defeat last year. Speaking of last year's game, how many of you have ever seen a football game before? Let's see — 70 or 80 thousand?



A little more sarcasm next time ...

Now, at the end of the third quarter, a dog is going to run out on the field, and the referees are going to look pretty foolish trying to chase it off. When that happens, we'd like a little sarcastic laughter at the expense of the referees. So let's hear a little sarcastic laughter, everybody ...



Now, I've got a little surprise for all of you! I'd like to introduce the dog that's going to run out on the field! Here he is — direct from last week's "Game of the Week", that great game-disrupter, America's most obstinate dog — Lassie, Son of Lard! Let's hear it for a great champion mutt ...

**PITTSBURGH with
Nat Cole, Anthony Steel, John Mills and Betty Furness



Now, when the Board of Directors votes themselves another raise, let's try to keep the protests down! After all, the mother of the Chairman of the Board is here! Just think how she'll feel when you start insulting her son! And let's not scream at the Treasurer's report, either! Mrs. Smythe is a fine woman, she's been our Treasurer for years, and her son is Chairman of the Board!

FIRST THING THAT HAPPENS IS SOMETHING LIKE THIS:



Now we want you all to relax and enjoy yourselves, feel comfortable! You won't lose your ties and belts! You won't — well, do the best you can! Ha-ha!

You're not watching the sign, folks!

I'd like to introduce our bandleader, who conducts one of the great bands of the day! Unfortunately, they play just terrible at night! Ha-ha!

That's better!



Some time during the show, Johnny may go down into the audience to make fun of you, which is always popular! We'll be turning the cameras on you at that time, and maybe the folks back home in your hick towns will see you! Which is fine! But please don't wave! Not even for a short time! This is TV, and we don't want any short-wave interference!

You're not watching the sign again!



Well folks, I see it's almost time to go on the air — so here he is — author of the best-seller "I Kid You Nuts" — a man who is just as wonderful offstage as he is on tape — Sid Joey! Sid will be substituting for Johnny this week while he's on his fiftieth well-earned vacation this year! So, here's Sid ...



I'd like to introduce a man you'll be seeing a lot of the next few days — a District Attorney with a 100% record for convictions, despite the fact that more than half were proven innocent after their electrocutions — your D.A. and mine, Thomas E. Dewhany ...

Let's hear it for Tom ...



I see we've just got a few minutes, so why don't you all turn and shake hands with your neighbors. You'll be meeting some key witnesses that way, and if lying is innocent, as he says, he is, you may even be shaking hands with the real axe murderer! Wouldn't that be exciting? So let's all shake —



And now, it's time for the trial. So here he is — a man whose term on the bench has been marked with high fines and stiff sentences — a record-holder for the most objections over-ruled in any court in America — a man who is as mean off the bench as he is on — the Honorable Judge Learned Elbow ...

THE BIG COUNTRY with Betty Field, Steve Forrest and Rudy Vallee

ARTIST: GEORGE WOODBRIDGE
WRITER: GARY BELKIN

TO EVERYTHING

if the show itself is a bomb! In fact, MAD thinks this practice ought to be extended into other areas where the audience reaction is important to the success of the show. Then we'd be seeing:

WHENEVER AN AUDIENCE ATTENDS A LIVE TV SHOW, THE



Hi, folks! I'm your typical warm-up announcer, Wayne Payne, welcoming you to the Johnny Ernie Show. How many of you have ever seen a TV show before? Or, 9, eh? Well, first, let's all get acquainted! Everybody shake hands with his neighbor! See! New York is really a friendly town after all...



During the show, you may see me waving at you like this. That doesn't mean I want you to wave back! It means something tremendously wonderful has just happened — like a commercial — and we want you to applaud! Let's test your applause for our sound man. Give me a fantastic sea of applause...



Great! I asked for a sea of applause — and you crowned me! Ha-ha! Himm... which brings us to point number two — don't be afraid to laugh! We want you to laugh! So laugh it up whenever you hear something funny. And don't worry if you're not sure whether it's funny or not, because we've got a sign here to tell you when something's funny!

"WARM-UPS"

This is known in the TV industry as a "warm-up". It's supposed to get the folks who are about to watch the show into a responsive and receptive mood. Which is always a good idea, especially

WARM-UP TO A COURTROOM TRIAL



Hello, crime-lovers! I'm your Bailiff, Jack Swann. We've got a great trial lined up today — movies of the crime, a blue-ribbon jury, a hanging judge, and that infamous murder, kidnaper, and notorious double-parker — the man we're trying today — Irving "Skip" Townes — so let's hear it for Irving...



A little more excited next time...

Now, when the judge comes in, let's have no applause! Just stand up! But, later on, when the District Attorney makes a telling point, we'd like you to react with an excited hub-bub — and keep up that hub-bub till the judge threatens to clear the court. So let's hear an excited hub-bub —



Now, we all know the odds are 5 to 1 that Townes gets the chair. Yet, when the "guilty" verdict is delivered, we still want some surprised "ooohs" and "aahs" from the crowd to make it look good. And if, perchance, the verdict is "not guilty", well, let yourself go! Try shrieking, fainting or screaming!

"ADVANCED" EDUCATIONAL TOYS

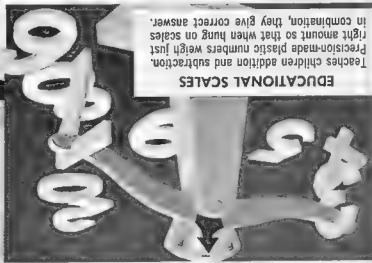
These are tougher to have fun with

"Advanced" Educational Toys are specifically created for educational purposes, so they present a challenge. But with typical childish ingenuity, kids manage to have fun with these too...

"ADVANCED" EDUCATIONAL TOY... AND HOW CHILDREN OVERCOME IT

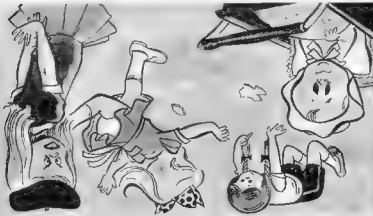


Arithmetic is boring, so kids drive stake in ground, toss plastic numbers at it. Only addition now is 3 points for ringer, 2 for touching, and 1 if inside box toy came in.

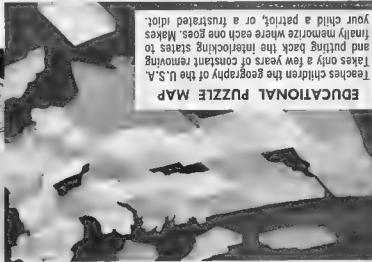


EDUCATIONAL SCALES

Teaches children addition and subtraction. Precision-made plastic numbers weigh just right amount so that when hung on scales in combination, they give correct answer.



Kids find that putting Texas where Rhode Island belongs doesn't work, so pieces start turning up in Pora games. April Fool sandwiches, and X-Ray films of baby's stomach.



EDUCATIONAL PUZZLE MAP

Teaches children the geography of the U.S.A. and putting back the interlocking states to Takes only a few years of constant removing



EDUCATIONAL PHOTO KIT

Teaches kids principles of photography. Contains parts for building box camera, six rolls of film, complete developing and printing supplies. Offers hundreds of hours of instruction and enjoyment.

Camera is too difficult to assemble and resultant photos aren't worth the trouble anyway. Kids get a big bang out of exploding the flash bulbs, making stink bombs from film.



"SIMPLE" EDUCATIONAL TOYS

Kids find fun comes easy with these

"Simple" Educational Toys are actually phony educational toys because they're just ordinary toys with an educational gimmick added to increase sales. Here are some typical examples...

"SIMPLE" EDUCATIONAL TOY... AND HOW CHILDREN OVERCOME IT



Musical top has convenient handle for use when banging on tin wash tub. Kids enjoy listening to sounds of good music, noise much more than listening to sounds of good music.

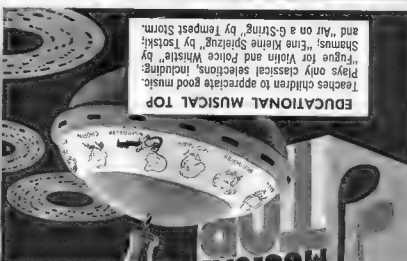


Upon receiving game, kids start playing better one called "matching cards". When all are lost, they ask for another game. Parents are delighted kids wore out game learning.



The only place on Earth kids are interested in is their own backyard, so they take inflated globe there. Because it's just about the exact size of a regulation basketball.

**DON'T GO NEAR THE WATER WAY
Veronica Lake, Lily Pons and Turban Bay



Teaches children to appreciate good music. Plays only classical selections, including: "Fugue for Violin and Police Whistle" by Shamus; "Eine Kleine Spiezig" by Tostik; and "Air on a G-String" by Tempest Storm.



EDUCATIONAL PICTURE CARDS
Beautifully illustrated question and answer cards cover 100,000 subjects. Guaranteed to give children who play with them a well-rounded education, preparing them for daily life, quiz shows, and just plain showing-off.



EDUCATIONAL GLOBE
Inflatible vinyl sphere imprinted with countries of world in full color. Sets up in seconds for handy reference. A must for educating our children about Earth that may exist when they grow up.

For a while, what with emphasis being put on greater knowledge through increased education so that America could successfully compete in a complex missile age, Toy Manufacturers were getting pretty nervous. After all, playing with toys could eventually be considered frivolous, a waste of time, and perhaps even subversive. But the day was saved when some toy genius came up with the idea of making toys "educational". After that, sales zoomed, and everybody was happy. Except children. Because, while toys may change, children do not. All kids want from toys is fun, and that's what they still manage to get out of even the most insidiously educational of

EDUCATIONAL TOYS

TEACHERS APPROVE
THE NEW
SENSATIONAL
KOLLEGE
KWIZ KIT

While playing, child
actually learns:

SPELLING • ENGLISH
MATH • SOCIAL SCIENCE
STUDY HALL • BIOLOGY
LOCKER ROOM • PHYSICS
CUTTING CLASSES

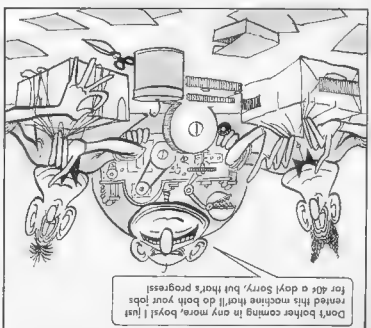
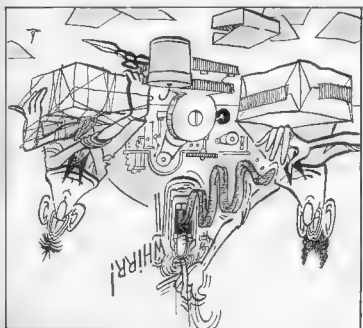
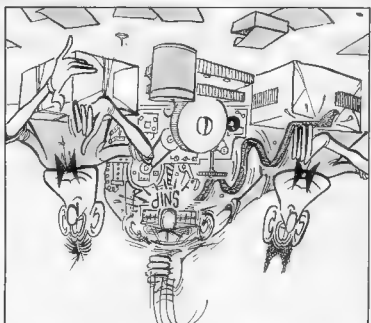
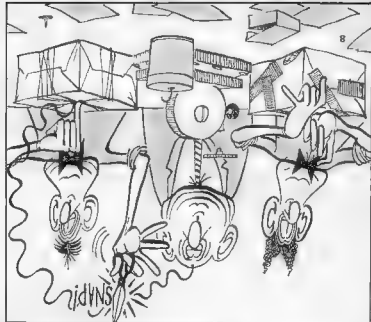
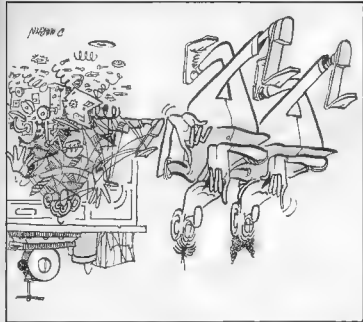
ONLY \$3,496⁹⁹

Manufacturer guarantees
Diploma if toy is used
daily for four years
or nightly for seven

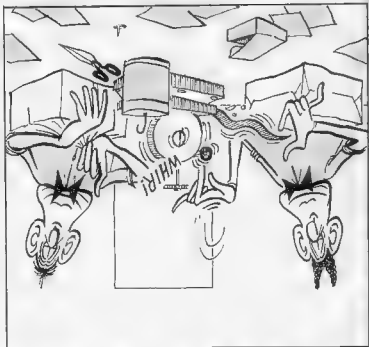
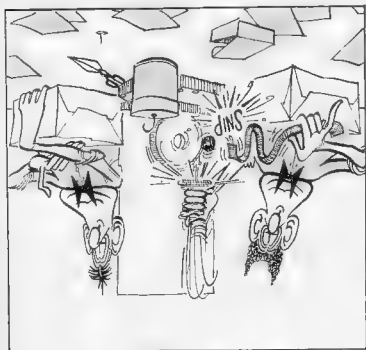
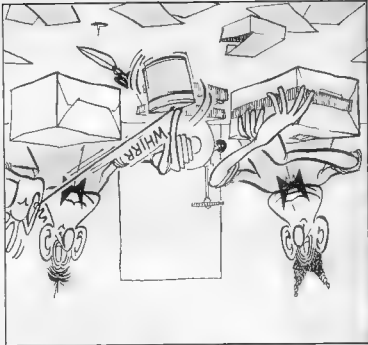
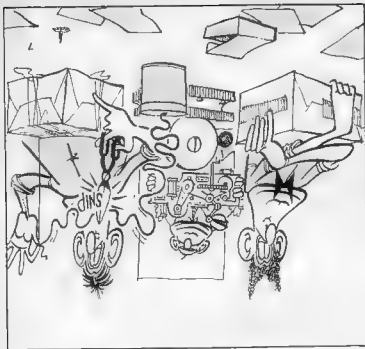
ARTIST: BOB CLARKE
WRITER: AL JAFFEE



Toy manufacturers try to win sales by appealing to parents, with claim that Educational Toys kill two birds with one stone—Playing and Learning. "It's like extra schooling," they say. Kids would like to kill several more birds with same stone, namely kill-joy Toy Manufacturers.



Don't bother coming in any more, boys! I just rented this machine 'tort' to do both your jobs for 40¢ a day! Sorry, but that's progress!



20 YEARS IN THE SHIPPING DEPT.

MAD's maddest artist, Don Martin, unfolds another chapter from his famous autobiography ("The Idiot"). Working at many odd jobs before coming to MAD (his oddest job yet), Don tells what happened after —

DON MARTIN DEPT.

"MAN IN THE GRAY FLANNEL SUIT with Norma Shearer, Dennis Weaver, Robert Taylor and Rip Torn



We
promisel

If you promise you
won't bother de lady,
yer guns!

Cross your
hearts and
hope to die?

Yeah!
Yeah!

Boil in
oil and
stew in
ye?

Okay!



Boy... some
fresh kids!
Now, what will
we do? They're
watching us!

Let's try the next teneмент!
The stoop is empty... and we
have to finish this scene!
ALL RIGHT, MEAN MANNIE!
WE'RE COMIN' AFTER YOU!



OUCH!
Hey, what's
kickin' me?

Standin' in
a "Kick Me
Hard" box,
stupid!

Okay, fellers!
Enough is enough!
Now, give us back
our guns, huh?



Here, go, Pete!
Trow yer gun
to me...

SALUGGI!

Aw, c'mon fellers!
How will this make
us look on TV?



Hey, dese ain't
no real guns!
Dey rot blanks!
You see, we're
actors, and...

Of course they're
not real guns!
Dey're
fellahs!

Dig them
actors!
Where for in
Romeo? Romeo?

C'mon, fellers!
Give us back
our guns!

Hey, gang! He wants
his gun! Should we
let 'im have it?

Yeah! Let's
have it!



MAD PROBLEM

I will start by saying that I have a cabin at the Fontainebleau Hotel. This is good. Next, I will say that I read MAD. This is bad. Members of the chasm club are issued cards which they are to show to the man at the gate. Most don't. For two years, I was never stopped and asked for my card. Last time, I took my MAD with me. Holding it under my arm, I proceeded to walk through the gate. For the first time in two years, I was asked for the copy of MAD? Was it because I was carrying my

Steven R. Becker
Miami Beach, Fla.

No, it was because you forgot to wear your pants!—Ed.

MAD HISTORY BOOK

This letter is written in thanks. Thanks to you for publishing a magazine in which a wonderfully delicate art still lives—the art of satirical criticism. It is so exciting to read your magazine month after month (I have been reading MAD since the very first issue), and I find you consistent in your just, sly and wonderful choice of material. It is thrilling to find that your publication is the only independently written magazine today that speaks out in a humorous way against the "Well—I didn't—like—the—how—about—that—critic—commercial?" and "Ah—you—criticize—too—much!" society in which we seem to be living. As a speech teacher in an Atlantic City high school, I have suggested reading MAD to some of my students so that they may achieve a better insight into things going on around them, things to which they had been almost oblivious. Let me repeat my thanks to you (Mr. Editor) and to your wonderful MAD staff of writers and illustrators for not "selling out" to the clouds who seem to be running our society these days. Thank you for remaining true to critical minds and senses of humor all over the world. I think your material is comparable to the works of Dorothy Parker, Robert Benchley, Ogden Nash and all of our American satirical humorists. Thank you for being just a little bit MAD.

Dale Peterson
Perth Amboy, N. J.

Referring to your "History Book" article, it is all too true of the education we are receiving. It is unfortunate that MAD must bring to light such facts.

Jack Levin
Millburn, N. J.

Your "History of the Middle 1900's" was an excellent presentation of a serious problem in our modern texts. Not only did your article point up the American grammar school "brainwashing" system, but it also took advantage of the opportunity to show us some of the major problems, social and political of the twentieth century. Your keen insight and effective treatment of today's issues make sure. Keep up the good work.

Buddy Brock
Emory University
College Park, Ga.

MAD COMIC STRIP

I had just finished reading your magazine when I decided to read something more worthwhile, like a newspaper for instance. No sooner did I turn the page than I saw the enclosed comic strip. What gives? I mean everybody seems to be thinking about way these days. Well, if you can't bear em, join em!

Richard Rudden
Hollis, Queens

"This morning, I came across this in the Jackson Times." What goes is everybody going MAD?

Mary Grastorf
Wellsville, N. Y.



Mad Twins

SUBSCRIPTIONS

I was surprised and shocked when I read the first page of your magazine. Do you mean to say that only two people (Clifton Orlando and Celia Morelli) have

Steve Waldman
Brooklyn, N. Y.

GIVING A Christmas GIFT SUBSCRIPTION

THIS CHRISTMAS...
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(Then move up to Alaska, so the one you gave it to won't find you!)
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SYMPATHY

I really sympathize with you guys in respect to all the letters you get pointing out the boob-ooes you make. If the clouds who there would only look at some of the other popular magazines, they would notice they're not perfect either. Besides, you MAD boys have too many worries already. Like finances where your next meal is coming from! Jim Conlan
Birmingham, Mich.

LETTERS OF THANKS

This letter is written in thanks. Thanks to you for publishing a magazine in which a wonderfully delicate art still lives—the art of satirical criticism. It is so exciting to read your magazine month after month (I have been reading MAD since the very first issue), and I find you consistent in your just, sly and wonderful choice of material. It is thrilling to find that your publication is the only independently written magazine today that speaks out in a humorous way against the "Well—I didn't—like—the—how—about—that—critic—commercial?" and "Ah—you—criticize—too—much!" society in which we seem to be living. As a speech teacher in an Atlantic City high school, I have suggested reading MAD to some of my students so that they may achieve a better insight into things going on around them, things to which they had been almost oblivious. Let me repeat my thanks to you (Mr. Editor) and to your wonderful MAD staff of writers and illustrators for not "selling out" to the clouds who seem to be running our society these days. Thank you for remaining true to critical minds and senses of humor all over the world. I think your material is comparable to the works of Dorothy Parker, Robert Benchley, Ogden Nash and all of our American satirical humorists. Thank you for being just a little bit MAD.

David H. Krieserman
Atlantic City, N. J.

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—Alfred E. Newman

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 The Usual Gang of Idiots

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 Naked Town

"Various Places Around The Magazine"

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NAKED TOWN



MAD views the new full-hour version of Video's "Naked Town," and decides it's the same turkey with 30 minutes more dressing.

EDUCATIONAL TOYS



This article proves that today's Educational Toys can really teach — namely parents, who'll learn not to buy them for the kids.

WARM-UPS FOR EVERYTHING



TV shows "warm-up," their audiences before air time. Audiences "warm-up," their MAD magazines offer reading time—by burning them.

DIETING



This MAD article on the latest craze sweeping the nation, namely "Dieting," is coldly calculated to put the "fat" on the fire.

SHAKESPEARE PRIMER



Shakespeare enthusiasts might very well accuse us of butcherin' the Bard, but it's just our way of bringin' home the Bacon.

THE PRODUCER AND I



When we showed this MAD take-off of "The King and I" to the original cast mainly, Yul Brynner said it had a strange effect:

TEEVYE UNIVERSITY



With colleges planning to offer courses on TV, the future student will have to "channel" his thinking to pass a "test pattern."

TOURIST'S GUIDE TO THE U.S.



MAD presents a "Tourist Guide to America," for the European traveler, which should quickly guide him back where he came from.

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50-69	80%
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